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A handwritten signature in blue ink that reads "Michael Senoff".

Michael Senoff

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Michael: You told me that you use my pens at your facility. Can you give me a better idea of just what kind of facility it is?

Barbara: This is a Hebrew Home for the Aged. I work in the Fairfield Division, which is a satellite of the main campus. We are a flagship facility and we have four units, with a total of one hundred sixty seven beds. One of our units, the third floor, is special care and dementia. Only dementia residents live on that floor and that’s the floor where we use the most pens.

Michael: How long has your facility been in existence?

Barbara: It’s been part of the Hebrew Home since the early eighties or about 1980. It was a private facility and it fell on hard times and the Hebrew Home purchased it and made some wonderful improvements.

Michael: It’s world famous?

Barbara: The Hebrew Home Main Campus is, yes.

Michael: Do people from all over the world come there?

Barbara: Yes.

Michael: Is it world famous because of the care for the patients?

Barbara: Yes. It employs some very innovative approaches. The leaders of the Home are always out in the public eye and are always coming up with new ideas. They’ve got some great methods.

Michael: Do others follow what you are doing for ideas?

Barbara: I would say so, yes.

Michael: Wow. First of all, how did you get into this? What made you think of this idea and explain what you are doing there.

Barbara: In recent years, for the past fifteen or twenty years, the nursing home population has become much more disabled. Almost one hundred percent have severe cognitively deficits.

Michael: Okay, why do you think that is? That’s just over the last fifteen years?

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Barbara: It’s because nursing homes are not taking in just anybody who wants a safe, secure place to live anymore. They are taking in people who really, really need care.

Michael: Is this partly because of the insurance companies and things like that?

Barbara: Absolutely. It’s Medicaid, it’s our taxpayer’s dollars that are paying for most of these people to be in nursing homes, and if they really can do all right at home with a 12- hour care or something like that, then a nursing home is not going to take them.

Michael: What are some of the cognitive disabilities? Alzheimer’s disease?

Barbara: Mostly Alzheimer or Alzheimer types of dementia. That’s called VAT dementia, because you don’t know for sure if someone has Alzheimer unless you autopsy the brain.

Michael: You found some things for Alzheimer patients, or people with the cognitive disabilities, that actually give them some relief throughout the day. Tell me about that.

Barbara: Well, we have a variety of programs. Music therapy is our main program to soothe and calm and nurture and stimulate.

Michael: What is music therapy? Is that listening to music?

Barbara: Yes. I have a musician who’s a therapist. However what I highly recommend to all facilities is the morning workshop set activity. In this activity we give residents task-oriented activities to do, like repetitive tasks, things that they can do so that they feel like they’ve accomplished something. They’ve helped out with the progress of the facility. They’ve contributed their part. I’ll tell you how we got into it. At one point, we had a sheltered workshop and it was sponsored by a grant. The grant ran out and the Home tried to keep the workshop going.

Michael: Tell me what was that workshop?

Barbara: The workshop was basically where a residents packaged napkins and plastic flatware and put them in a bag before a machine that sealed the bag.

Michael: Was this for a business in the area?

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Barbara: Businesses would order it for other nursing homes. Another project they did was putting actual pens together, taking all the parts and building pens.

Michael: The grant was provided for your facility to do this?

Barbara: Yes, and for this we used our highest functioning residents in that workshop... the ones who did not have cognitive problems.

Michael: Okay.

Barbara: This was several years ago. Then the grant ran out and we closed the workshop. I had these boxes of pen parts. I can’t tell you how many I had. We decided to take the insides out and use the pieces for a project for our dementia residents. It would give them the same kind of sense of self esteem and sense of contributing to their community. It would simulate a real job.

Michael: Absolutely.

Barbara: They get up in the morning and they come to work.

Michael: At what time?

Barbara: They start at about 9:15.

Michael: How many are in a room or an area?

Barbara: We have forty-four residents on each unit and they do their morning activities in the dining room.

Michael: Building a pen does that seem like it’s too difficult to do.

Barbara: It’s not. They get good at it, they really enjoy sorting them. We mix them up each morning so they have to find the right pieces, the right colors and put them together. Then they stack them very neatly in a plastic container. Later, we take them away to take them apart again.

Michael: But they don’t know you’re taking them apart?

Barbara: We hope they don’t know that.

Michael: That’s great. How many hours do they work at a time?

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Barbara: Well for certain residents, this is the only activity we found that we can actually get them to do, so they do it from 9:15 until 11:30 probably five mornings a week.

Michael: Wow. Do you find them actually looking forward to doing it?

Barbara: Yes.

Michael: How do you know that?

Barbara: I go in and I make my rounds. My staff is on the unit providing these activities. I went to this one table where the ladies are socializing while they are putting together the pens. It was just like they are working in something similar to a factory. And, for them, it is like going to work. I stopped at this table and said, “Boy, you guys got to work early this morning.” They were just enthusiastic about it.

Michael: That’s wonderful. You said you’ve told other people about it. If you were to be able to sit in front of someone and tell them about this program and how it will benefit guests at their nursing homes, who would be the person to talk to and what would you say to them? How it could bring a positive impact among the attitude of the whole facility?

Barbara: You would talk to the director of therapeutic activities. I’m the director of therapeutic activities here at Hebrew Home.

Michael: I see. What are some of the other therapeutic activities that maybe people have been doing that aren’t as good as these pens?

Barbara: Everybody has to come up with these ideas on what do with their dementia residents. It’s an ongoing challenge. Something really therapeutic that calms them. Sometimes dementia residents get upset because they can’t think straight, or they can’t remember something, or they get something in their head that’s not reality, they get upset. We’re always looking for ways to calm residents. We use music while they’re doing the morning workshop activities.

Michael: You think that doing both actually is better than the music alone?

Barbara: Yes.

Michael: Okay.

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Barbara: A lot of people are used to working and then they get older. Maybe their hands are a little arthritic or they have Alzheimer's and they really can't work. But they've been used to going to work, so it really reminds them of their youthful days.

Michael: Is it beneficial if their hands are stiff, to keep the hands moving.

Barbara: Yes, that is where some physical therapy comes in. It's grasping and pushing the pieces together; it's very good exercise. I have a hundred and sixty-seven residents. I have four units and I have nineteen people on my staff. That is just incredible. If you tell that to anyone else in the country, they are going to just not believe you.

Michael: The state of New York, does it have the highest standards in the country?

Barbara: It does... and we get inspected by the State annually. They love to see people working with the pens.

Michael: They do like it?

Barbara: They love to see that.

Michael: Tell me why.

Barbara: Because they're busy, they're hands are occupied. It's a focused, structured task. I had a little trouble convincing my boss to try this.

Michael: Right.

Barbara: He didn't get it. How can this be meaningful? You're taking them apart at the end of the day.

Michael: Your boss didn't comprehend that?

Barbara: Well, I showed him. He had to come and see it.

Michael: Okay, so he came in and saw everyone doing it?

Barbara: Yes.

Michael: Then he thought maybe that's a good idea?

Barbara: It is a good idea.

Michael: You believe the pens therapy is about the best you've found so far?

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Barbara: it's easy for the staff to use and it's easy for the residents. In the past I've purchased colored flatware, plastic flatware and I've had residents sort spoons, knives and forks or sort them by color and somehow it was not as satisfying as the pens. The pens are smaller.

Michael: They don't take up much space either.

Barbara: They don't take up much space. Somehow it's just a little bit easier to get people to do that.

Michael: I understand. I'm going to ask you one more question.

Barbara: Sure.

Michael: If you were sitting in front of a room of facility directors, trying to incorporate this idea into their facility, what would you say to them?

Barbara: “Does anybody need any fresh ideas with what you can provide in terms of activities for your dementia units or your special care unit?” Everybody wants to get fresh ideas for that. You'd say, “It's worked at our facility where. We have pen parts and the residents put the pens together as if they were in a workshop type activity and that's their job for the morning. They love to see them get packed up and finished. They feel fulfilled.”

Michael: Take me into the room where this work is being done so I can visualize. How many tables are in the room and how many people?

Barbara: In the room, sometimes we have a long table down the middle, and sometimes its people sitting at individual tables.

Michael: Okay.

Barbara: The people that do the pens everyday at this facility, about five of them, sit in the middle table on our dementia unit. They absolutely won't do any other activity in the morning except the pens. In the afternoon they play games and we have musical shows.

Michael: Okay so you have the pens parts, are the pens in a big container? Do you have the caps in one container?

Barbara: Yes, the caps are in one container and the barrels in the other.

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Michael: Is everyone reaching into the container at the same time or does each person have their own little pile?

Barbara: The staff gives each person their own pile to work with.

Michael: Are they in a container or in a pile on the table?

Barbara: They're in a plastic lid to the container.

Michael: A little bin.

Barbara: It's kind of flat.

Michael: Like a Tupperware type of thing?

Barbara: Yes.

Michael: Okay. So you've got the pen caps in one container and the pen barrels in another container.

Barbara: Right. Each resident has their own to reach in.

Michael: You want to use a contrasting color?

Barbara: Yes.

Michael: Can you tell me why?

Barbara: They can see it easier.

Michael: Okay, it's easier for them to see. Then they take the cap and they push it onto the pen barrel and they hear it snap.

Barbara: They hear it snap and then they stack them very neatly, all in the same direction.

Michael: Good.

Barbara: They go in another plastic container.

Michael: When that gets filled up, you've instructed you're staff to do what?

Barbara: Well, then they take it away.

Michael: They take it into a back room where the residents can't see them?

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Barbara: Not necessarily. On the unit I'm thinking of, they wouldn't notice that. They just take it over to another table and take them apart.

Michael: Does the staff take them a part?

Barbara: The staff takes them apart.

Michael: And you just keep repeating it?

Barbara: Yes.

Michael: When it's all over, it's all done.

Barbara: They've had their work for the morning and then, in the afternoon, they can play.

Michael: In New York, how many hours of therapeutic activity are they required to get during the day?

Barbara: Basically when the State comes in to survey a facility, they really must see lively activities on every unit, every morning and every afternoon.

Michael: What can happen if someone comes to survey the facility and that's not going on? What could happen to you?

Barbara: Or if it's inappropriate. They could get a deficiency rating and the activity director is almost always fired. We're, of course, one of the best facilities in the country. I've worked in other places, and this is an excellent facility.

Michael: Okay, Barbara if anyone wanted to listen to this and just wanted to talk to you personally, how could anyone reach you if they wanted to get more information on your therapeutic pen program?

Barbara: My number at work is 718-549-9400.

Michael: If anyone had any specific questions on how to organize this pen therapy program, would it be okay if they called?

Barbara: Sure.

Michael: Wonderful. Barbara, I really appreciate it. If anyone needs to order pen parts, I have them available in all contrasting colors. They snap together very easily and you can get in touch with J S & M Sales &

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Barbara: Okay, that sounds great.

Michael: What are we going to do about colors?

Barbara: Black and white.

Michael: Black and white.

Barbara: And blue and yellow.

Michael: Black and white, blue and yellow. There's a plastic clip on there. It may give them an ability to grab them a little better.

Barbara: Okay.

Michael: Let's go with clip.

Barbara: Okay.

Michael: Black and white and blue and yellow. You got it. I'll take care of it, I'll get you an Invoice and we'll get going.

Barbara: Okay, great.

Michael: Barbara, thank you so much.

Barbara: Thanks for calling back.

Michael: Thank you again for listening; this is Michael Senoff with www.hardtofindseminars.com. If you want to get in touch with any of the people in the interviews, please email me at Michael@hardtofindseminars.com.

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Who Is Michael Senoff? Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: “**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**” (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called www.ExecutiveAudioInstitute.com. Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at Michael@hardtfindseminars.com or at (858) 274-7851 For Michael's full biography and story go [here](#)

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